



# USER BEHAVIOUR & PSYCHOLOGY

SABRINA DUDA

21 MAY 2019

# ABOUT ME

Psychologist (Master's degree equivalent)

Engineering Psychology/  
Cognitive Ergonomics & Computer Science

User Experience Research since 1998



# ENGINEERING PSYCHOLOGY

HUMBOLDT-UNIVERSITÄT ZU BERLIN



Book from my university, 1966

# WORK EXPERIENCE



2019 Experian  
Consumer Services

The Zava logo, featuring the word 'Zava' in a bold, lowercase sans-serif font.

2018 Zava



2017 Experian Data Quality



Ministry  
of Justice

2016 Ministry of Justice

The Shop Direct logo, featuring the words 'SHOP' and 'DIRECT' stacked vertically, with a grid of dots to the right of 'SHOP'.

2016 Shop Direct

The ThoughtWorks logo, featuring the word 'ThoughtWorks' in a bold, lowercase sans-serif font with a registered trademark symbol.

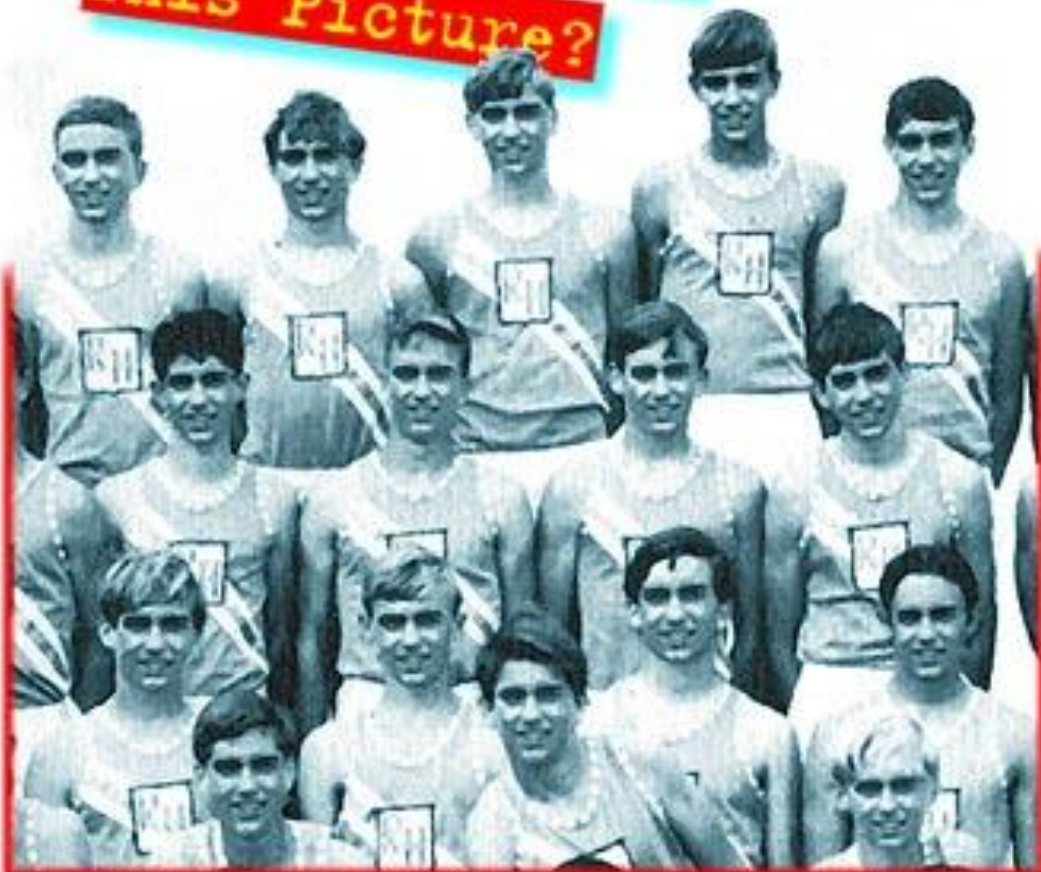
2015 ThoughtWorks



1999 eye square

# HUMAN PERCEPTION

What's Wrong with  
This Picture?



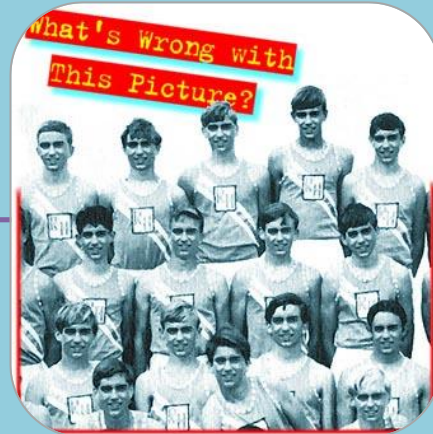
# 16 TIMES THE SAME FACE

We concentrate on those features which are different,  
in this case the hair.

Our attention is not wasted on unimportant details.

Information processing is optimised.

**Efficiency of attention**







NO STANDING  
EXCEPT AS NOTED  
PERMITS  
APPLY

NO  
PARKING  
EXCEPT AS NOTED  
PERMITS  
APPLY

NO PARKING  
EXCEPT AS NOTED  
PERMITS  
APPLY



# INATTENTIONAL BLINDNESS

Experiment about 'Inattentional Blindness' or 'Change Blindness':

Humans focus attention on the "important" things.

Humans don't expect extreme or unusual changes.

## Selective Attention



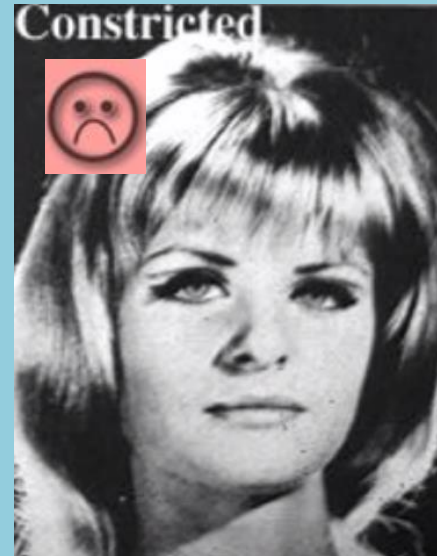
# EXPERIMENT

Who would you like to have as a friend?



# PUPIL DILATION

Who would you like to have as a friend?



# PUPIL DILATION



- Attention
- Interest



- Emotions like fear & anxiety
- Mental strain and task difficulty

# HUMAN DECISIONS

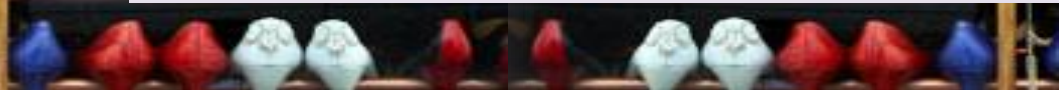
# NO DECISIONS WITHOUT EMOTIONS



Emotions help us to make quick decisions between good and bad, pleasant and unpleasant.



Many decisions are just a matter of feelings or taste, a rational decision is not possible.





# EMOTIONS INFLUENCE OUR THINKING



## Positive emotions

- Broad thinking
- More problem solutions
- Creative thinking
- More error tolerant



## Negative emotions

- Narrowed thinking
- Focussed on the problem
- Danger of tunnel thinking
- Errors are not tolerated

# LIKEABLE DOCTORS LESS SUED

- The likeability of the doctor is the greatest factor in predicting whether the patient might sue his doctor. It is not the medical knowledge!
- Doctors with a good relationship with their patients have fewer lawsuits.

Law Offices of Jeffrey S. Glassman, 2018

<https://www.bostonpersonalinjuryattorneyblog.com/likeable-doctors-face-fewer-medical-malpractice-lawsuits/>

# DOCTORS TALKING MORE TO THEIR PATIENTS LESS SUED

Doctors sued less often:

- Spending time educating patients about their care
- Using humour and laughing with their patients
- Trying to get their patients to talk and express their opinions

More likable doctors are less likely to have claims.

Aaron E. Carroll, 2015

<https://www.nytimes.com/2015/06/02/upshot/to-be-sued-less-doctors-should-talk-to-patients-more.html>

# WHAT MAKES A GOOD DOCTOR?



Heard in countless  
user interviews....

*"He asks me how I am."*

*"He is likeable."*

*"He is listening to me."*

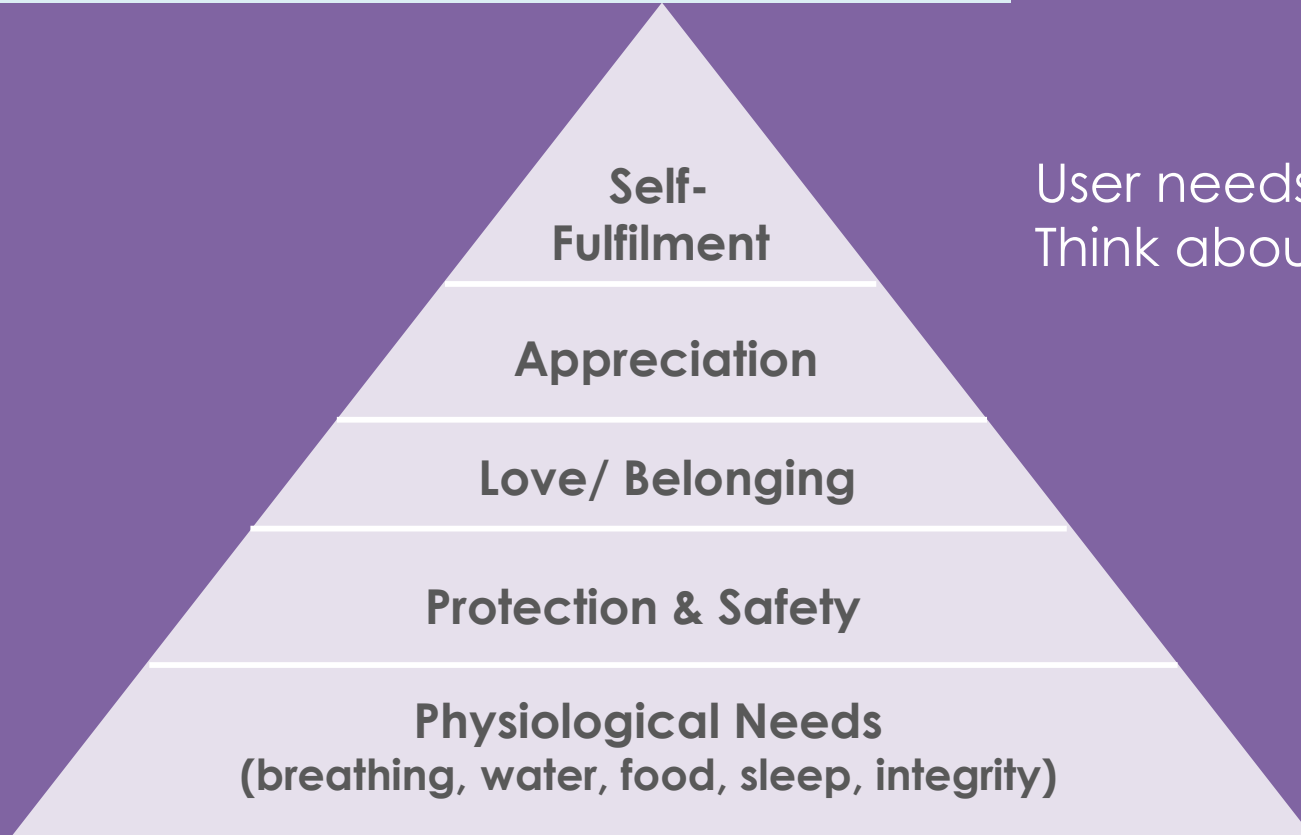
*"He knows me and  
my history."*

*"He has time for me."*

# USER NEEDS

# WHAT NEEDS DO HUMANS HAVE?

## MASLOW'S HIERARCHY OF NEEDS



User needs:  
Think about Maslow















# USER NEEDS

## User needs:

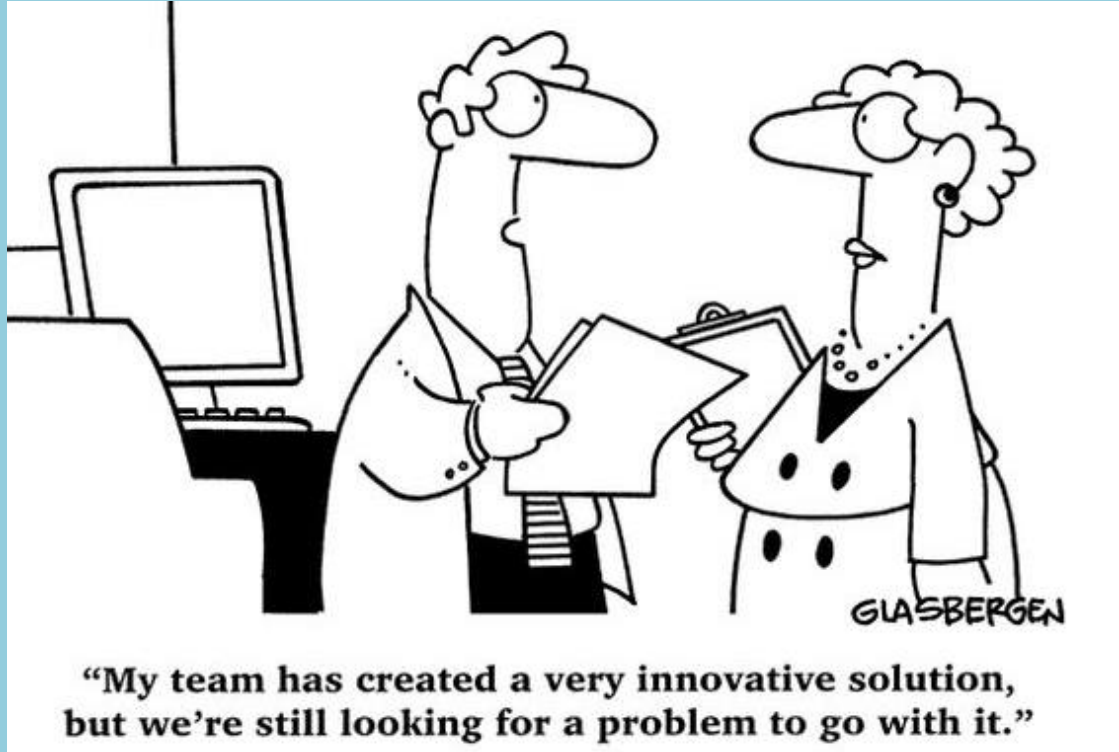
Defined by permanent, temporary or situational circumstances.

Inclusive Design  
by Microsoft

	Permanent	Temporary	Situational
Touch	 One arm	 Arm injury	 New parent
See	 Blind	 Cataract	 Distracted driver
Hear	 Deaf	 Ear infection	 Bartender
Speak	 Non-verbal	 Laryngitis	 Heavy accent

# START WITH RESEARCHING...

## USERS' PROBLEMS, NEEDS, EMOTIONS, CONTEXT

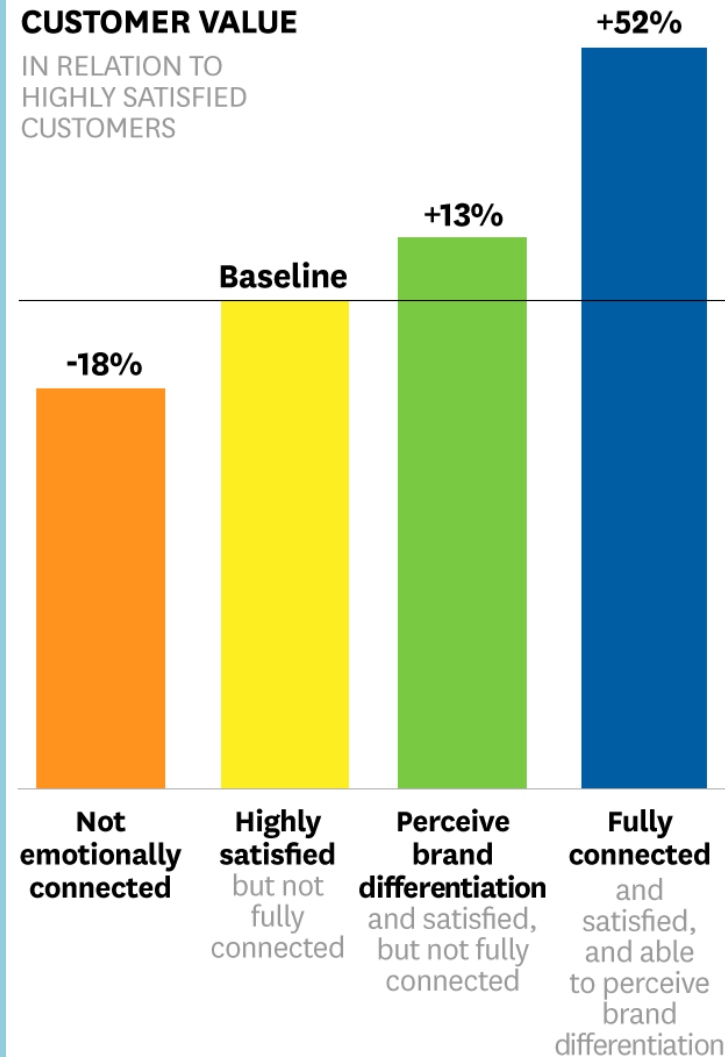


# EMOTIONALLY CONNECTED CUSTOMERS ARE 52% MORE VALUABLE

“Emotional connection score” (ECS) of a brand measures the share of customers who are fully connected.

The New Science of Customer Emotions, Harvard Business Review 2015

<https://hbr.org/2015/11/the-new-science-of-customer-emotions>



# DESIGN FOR CHANGE





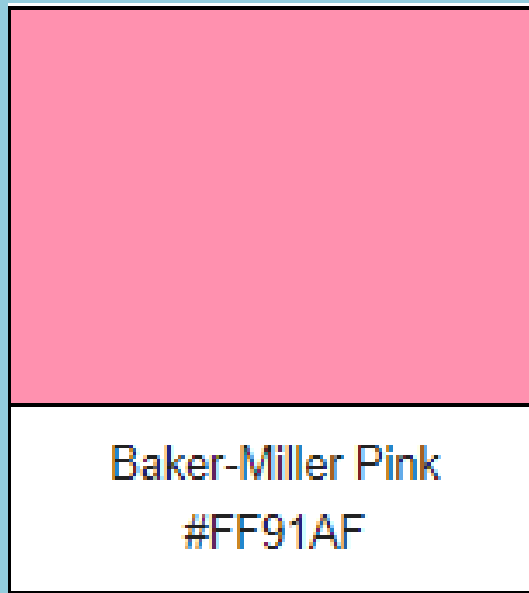


# THE BAKER-MILLER PINK

**Baker-Miller Pink is a tone of pink claimed to reduce hostile, violent or aggressive behaviour.**

Alexander Schauss did extensive research into the effects of the colour on emotions at the Naval Correctional Facility in Seattle, and named it after the institute directors, Baker and Miller.

Later research questioned the findings and couldn't replicate them.



# BLUE LOGOS

Many company logos are blue.

Especially in the financial world.



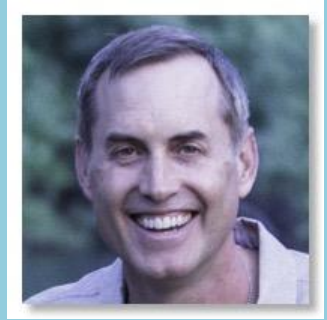
# THE BEHAVIOUR CHANGE MODEL

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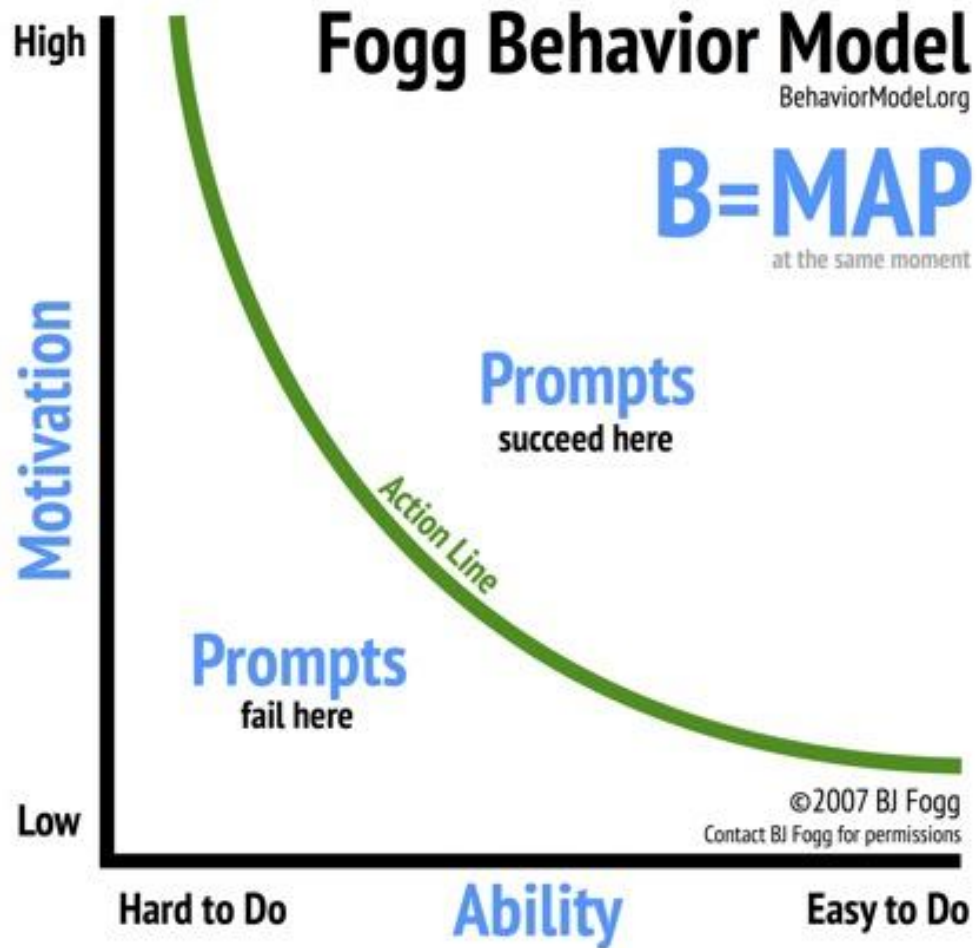
BJ Fogg's Behaviour Change Model:

**Behaviour = Motivation + Ability + Prompt**

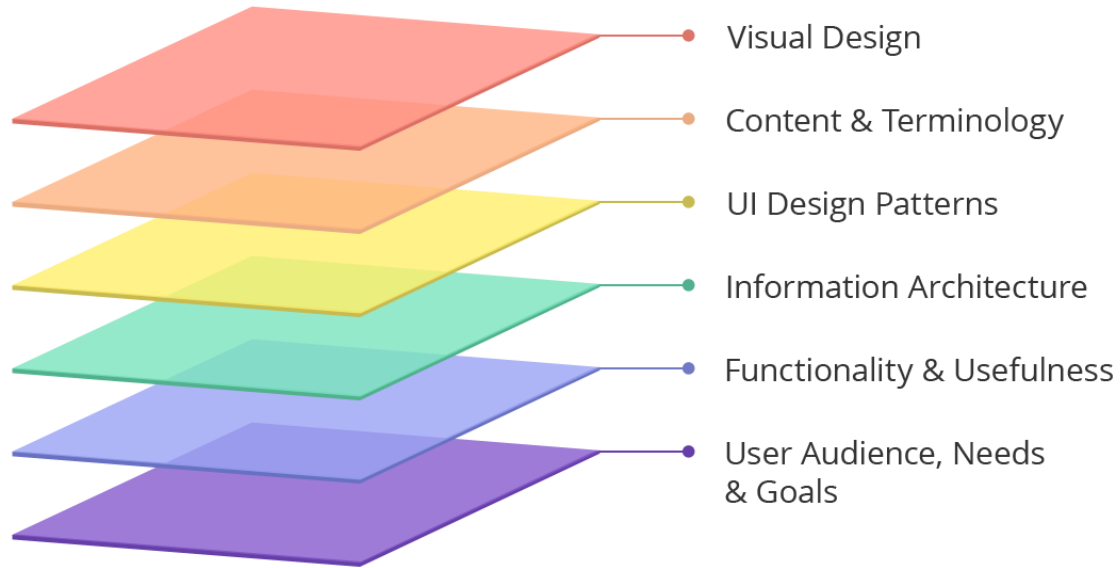
$B = MAP$



Dr. BJ Fogg  
founded the  
Behaviour Design  
Lab at Stanford  
University



# UX DESIGN

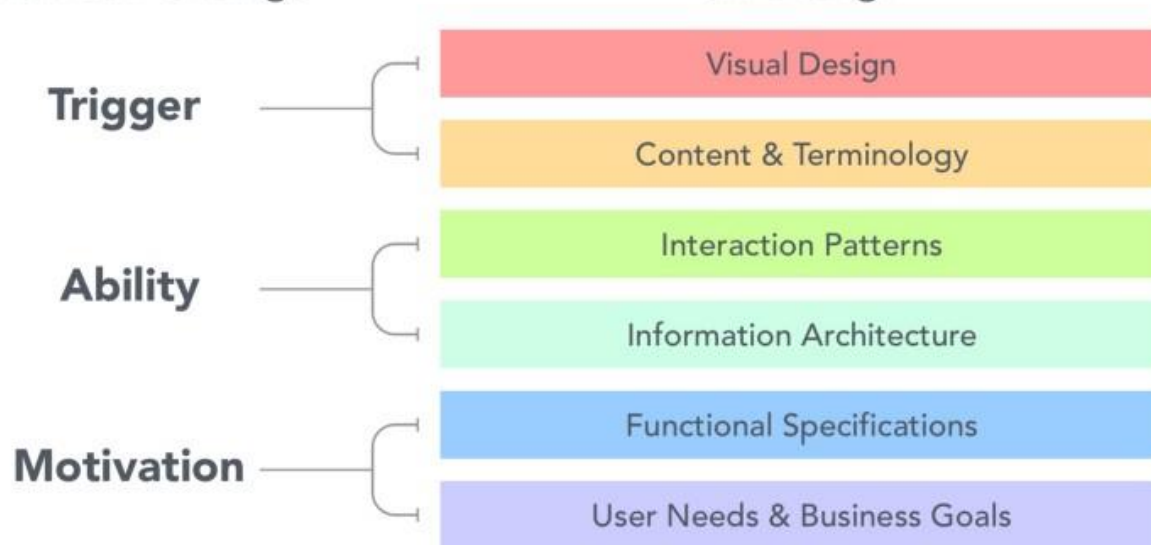


# BEHAVIOUR CHANGE & UX DESIGN

Behaviour  
Change  
Model + UX  
Stack mash-up  
by Leonard  
Chen, 2017

Behaviour Change

UX Design



## Trigger

Design, Gestalt Principles.  
Human Perception.  
Tone of Voice.

## Ability

Ease of use of product.  
Users' experiences, skills.

## Motivation

Is product valuable or  
useful, does user have  
emotional connection?

# DESIGN FOR EMPATHY





Okay, and then bring it back. Bend your knee.

# DESIGN FOR EMPATHY



**The way you make me feel – design for empathy**

People in conflict should put themselves into the situation of each other, and thus have more understanding and empathy.

# POLLY

## SAY THE MAGIC WORDS

### Design Solution

- Polly is able to detect negative words and sentences and records them.
- Polly is replaying them in random order.
- Thus the complaining person experiences how it is when you have someone around you who is constantly complaining and nagging.

Polly is for people who are always complaining and negative.

They should develop empathy for their partners who constantly have to listen to it.



# **DESIGN AGAINST STRESS**

# THANK GOD PROJECT: BEING GRATEFUL, LESS STRESSED

Thank God...

## Problem: Urban Stress

Solution: Reducing stress by changing the behaviour and attitudes of people.

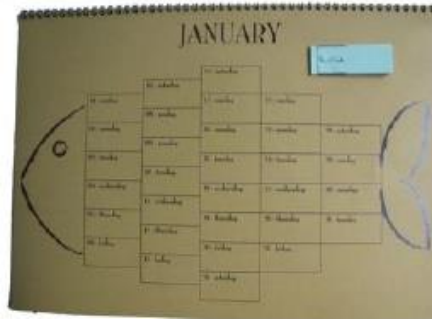
Stress can be reduced by meditation and relaxation. One basic form of meditation is gratefulness.

This project should create gratefulness.

## → Thank God Project

# GRATEFULNESS NOTES ON CALENDAR

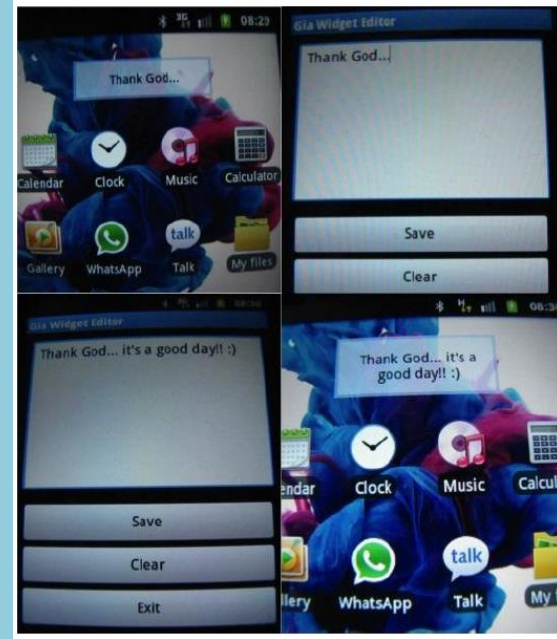
Every day the user writes down for what he is grateful and puts it onto the calendar.



# MOBILE SOFTWARE: TO BE GRATEFUL EVERY DAY

The user is greeted every day by ,Thank God...' and can complete the text.

This text appears as screensaver or wall paper.



# **MANIPULATIVE UX**



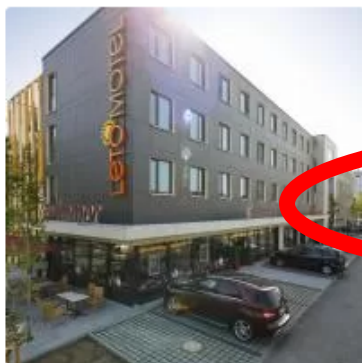
**BOOKING.COM**

# MISLEADING SALES TACTICS HOTEL BOOKING SITES

The CMA investigation into hotel booking sites began in October 2017 and proceeded to enforcement action in June last year.

The six websites have until September 1 to make the changes.





## LetoMotel München City Nord ●●●●

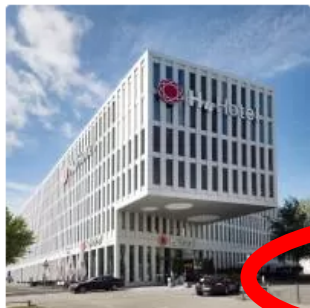
Moosach, Munich – [Show on map](#) – Metro access

Very good  
8,459 reviews **8.5**



### You missed it!

Your dates are popular – we've run out of rooms at this property! Check out more below.



## H4 Hotel München Messe ★★★★★

Promoted

Fabulous  
3,771 reviews **8.6**

.genius %

Trudering-Riem, Munich – [Show on map](#) (5 miles from centre) – Metro access

In high demand! Booked 2 times for your dates in the last 24 hours on our site

Great Value

Comfort Double or Twin Room – 2 people

In high demand - only 2 rooms left on our site!

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includes taxes and charges

[Choose your room >](#)

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Shop Earth's biggest selection of products	✓	✓
Unlimited One-Day Delivery on millions of items		✓
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Unlimited Music Streaming Listen to over two million songs ad-free on any device		✓

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See all of your benefits


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▲ Items tied to your Prime membership will be affected if you cancel your membership.

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	WITHOUT PRIME	prime
Unlimited One-Day Delivery: Direct to your door	<b>£5.99/ORDER</b>	<b>£0.00</b>
Prime Video	<b>X</b>	<b>£0.00</b>
Prime Music	<b>X</b>	<b>£0.00</b>
Prime Reading	<b>X</b>	

Use your benefits today ›

Remind Me Later

**I Do Not Want My Benefits**

I Want to Keep My Benefits

Strong emotional language:  
“We'd hate....”

“I do not want my benefits” is  
the button to cancel.



**£9.09**  
✓prime

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### Enjoy an extra 7 days of Prime for only £0.99

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At that time you will lose your benefits, and your card will not be charged.



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Your Prime membership will end on 18 June 2019 and you will no longer have access to Prime benefits .. [Continue Your Membership](#)

Confirmation: your Prime membership will not renew.



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Dear Sabrina Duda,

We are confirming that you have turned off your auto-renew setting. Your Prime membership will not continue and you will lose access to your Prime benefits at the end of your membership period.

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Thanks for trying Amazon Prime.

[View Membership Settings](#)

It is not possible to really cancel immediately.

No confirmation of cancellation:  
Just "turned off your auto-renew settings"

# EMOTIONS ARE DRIVERS OF BEHAVIOUR

- Emotions are drivers of human behaviour.
- Identifying user needs and emotions – and meeting them – are crucial for successful products.





## USER RESEARCH

## EMOTIONS & USER NEEDS & BEHAVIOUR



# THANK YOU FOR YOUR ATTENTION!

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